

An inside look at the hiring needs of a local human resource company

by Patricia Roy

HUMAN RESOURCES

Ceridian Canada Ltd. plans to increase the number of employees in its Charlottetown office from the current 50 to 200 people in the next three to four years, says **Ellyn Lyle**, National Manager for **Learning and Development**.



Ceridian Canada is part of an international company based in the United States. The company provides human resources solution services to more than 40,000 Canadian customers. The Charlottetown office opened two years ago and staff moved into a new three-story building on Queen Street in May of this year.

Training and qualifications needed

Ellyn says the qualifications needed for people to work at Ceridian vary, depending on the job and the department of the company. "We are a very technologically literate company. We have people who do **payroll processing**, others provide **employee assistance**, some work in **administrative positions** and there are people who work in **client relations**. This is a full suite service company, and there is a vast number of possibilities for skill sets and talents.

"The Charlottetown location is the **national office of Learning and Development for Ceridian Canada**. The six people who work in this department come from varied backgrounds, such as adult education, health sector, administration, business, and curriculum development.

"Besides our national mandate, our goal and our vision for this office is to first provide Island businesses with professional services in learning and development. We also aim to contribute in a sustainable way to the economic development of Charlottetown and to other areas of the Island."

Some of the services the company provides include:

- Payroll and HR management
- Time and workforce management
- Employee and management productivity
- Staffing solutions
- On-line recruiting solutions
- Employee assistance program
- Employee and organizational development.

How services can help Island businesses

Ceridian offers human resource solutions to help businesses reduce costs, improve workplace processes, and increase employee effectiveness. These solutions span three broad categories: Talent Acquisition & Management, Payroll & HR Management, Employee & Organizational Effectiveness.

Ellyn says the Learning and Development department can provide a company's employees with standard, off-the-shelf learning opportunities or a customized program. "For example, a company may be looking for leadership training or wants to know how to manage transitional changes in a company's structure.

"Smaller companies often look for one of our well-developed curriculum of one-day courses. Or it could be that a six-week course, which can be customized to any business, would suit a company best. We can help organizations or businesses large and small reach their goals." Ellyn says the company has training facilities on-site or training can take place at a client's place of choice.

For more information, visit www.ceridian.ca



As the labour market changes, more recruiting services are appearing on PEI

by Heidi Riley

RECRUITING

There are a number of ways for employers to find new staff. Often they start by asking associates and staff members if they know of anyone who would fit the job profile. They may also place an ad in the local newspaper or in trade magazines. However, as labour shortages increase, other recruitment methods such as hiring a recruiting service are being considered.

As a response to the demands in the labour market, a number of recruiting companies are now active on PEI. Some are based on PEI, and some are based off-Island but provide their services to Island businesses. The companies are hired to recruit staff to fill positions that are becoming very difficult to fill such as in the health sector, information technology sector, trades and in specific manufacturing industries. The cost of matching the right candidate to a job is paid by the employer.

A new concept for PEI

"Traditionally, PEI employers have not needed help to find qualified staff," says **Blake Doyle**, owner of **Island Recruiting** in Charlottetown. "But the labour market is changing. The baby boomers who have staffed their companies are nearing retirement. Much of the labour market is mobile, and many young people are heading out west or to Newfoundland to work. But many do want to return to PEI.



"When employers advertise a job opportunity, the ad may not attract the attention of the candidates who are most suitable for the job," says Blake. "On-line and newspaper ads are expensive, and may attract a huge number of replies that take time to sift through. Or the ads might not attract qualified applicants."

Blake Doyle started his business, Island Recruiting, because he recognized changes in the labour market. "Labour shortages are making it more difficult for PEI employers to find qualified staff," says Blake. "Recruiting services can help employers adapt to these changes."

Using a recruiting service to help make the right match

A recruiting service helps match employment candidates with the qualities the employers are looking for. A recruiter can screen applications and narrow down the number of applicants to a short list of people with the right qualifications. Then the employer can interview the screened candidates and make the final hiring decision.

"Using a recruiter to narrow down the job search can be cheaper and faster for employers than doing it themselves," says Blake. "This service may be especially useful for small businesses, where the employer is very busy and has no staff dedicated to human resources. A recruiting professional can take care of evaluating job candidates. Also, a recruiter can present a broader choice of eligible applicants, not just those who respond to ads."

Benefits to job seekers

"Those looking for work may not have time it takes to do an extensive job search," says Blake. "By contacting a recruiter, the job seeker has one more way of looking for an appropriate employment match.

"Using a recruiter is also a great way for people considering moving to PEI to find out what the local labour market has to offer. A recruiter can watch for job opportunities that can encourage someone to move here."

Responding to changing demographics

Blake earned a **BA** at **UPEI** and then went to earn an **Executive MBA** at **Saint Mary's University** in Halifax. He has been involved in the start up of a number of IT, tourism and consulting companies. "I started Island Recruiting because I became aware of the changing demographics in the workforce," says Blake. "There are serious challenges to the sustainability of the labour market, and there are an increasing numbers of identified labour market gaps on PEI. Labour shortages will increase as more baby boomers retire, and by 2010 there will be more people leaving the workforce than entering it.

"A recruiting service may seem to be an idea that is a bit before its time here on PEI," says Blake. "But soon some employers will realize that they may need a formal mechanism for finding staff in a tight labour market."

For more information, visit www.islandrecruiting.com

